GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:232
ANSWERED ON:16.12.2004
ADVERTISEMENTS BY DAVP
Gehlot Shri Thaawar Chand;Mahajan Smt. Sumitra

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

to the reply given to Unstarred Question No. 1295 dated July 15, 2004 regarding Advertisements by DAVP and state:

(a) the criteria for giving advertisements newspapers or magazines;

(b) the details of advertisements released by DAVP since June, 2004, in newspaper/magazine-wise;

(c) the amount paid to these newspapers and magazines so far;

(d) whether the Government is aware that even after four months the payment to several newspapers has not been made resulting in financial hardships to them;

(e) if so, the reasons therefor;

(f) whether the complaints have been received by the Government from peoples representatives in this regard;

(g) if so, the details thereof and the action taken by the Government thereon;

(h) whether the Government has made any enquiry on the working of the DAVP;

(i) if so, the details thereof and if not, the reasons therefor; and

(j) the steps taken by the Government to streamline the working of the DAVP?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (j) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTs (a) TO (j) OF THE LOK SABHA STARRED QUESTION NO. 232 FOR REPLY ON 16.12.2004.

(a) Directorate of Advertising and Visual Publicity (DAVP) issues advertisements on behalf of Central Government Ministries/Departments, Autonomous Bodies and Public Sector Undertakings to newspapers and periodicals empanelled with it in accordance with the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP. The guidelines are available on DAVP`s web-site (www.davp.nic.in).

(b) & (c) : The list containing the details of advertisements released by DAVP, newspaper/magazine-wise, since June 2004, and the amount paid to them is quite voluminous. The status of the bills, as well as the payment position, has been put on DAVP`s web-site (www.davp.nic.in).

(d), (e), (f) & (g) : The payment to newspapers is made as per the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP. As per the policy, the newspapers are required to submit their advertisement bills, complete in all respects and supported with relevant documents within 30 days of the publication of the advertisement. Directorate of Advertising and Visual Publicity makes efforts to pay the advertisement bill within 60 days of receipt of the bill. The reasons for occasional delays include shortcomings/discrepancies and disputes regarding advertisement bills and late receipt of funds from the clients. Any reference/complaint received in this regard is attended to promptly.

(h) No, Sir.

(i) Does not arise.

(j) The steps taken by the Government to streamline DAVP are as under:

(i) Revised Advertisement Policy of the Government has come into effect since 1.5.2002.

(ii) Application form for newspaper empanelment and renewal of rate contract has been simplified since the year 2002-03.

(iii) Newspapers have the facility to download any advertisement through DAVP from DAVP`s web-site (www.davp.nic.in).

(iv) Payment to newspapers through Electronic Clearance System has been introduced.

(v) Availability of status of pending bills and newspaper empanelment on DAVP`s web-site.